Applicant Initiated Interview Request Form

Application No.: 10/758,969   First Named Applicant: Armin Ebrahimi

Examiner: Henry Orr   Art Unit: 2176   Status of Application: Pending

Tentative Participants:

(1) Michael Dreznes (Reg. No. 59,965)   (2) Examiner Henry Orr

(3) Supervisory Examiner Doug Hutton   (4) _____

Proposed Date of Interview: 11/18-11/23   Proposed Time: Anytime _____ AM/PM

Type of Interview Requested:

(1) [✓] Telephonic   (2) [ ] Personal   (3) [ ] Video Conference

Exhibit To Be Shown or Demonstrated: [ ] YES   [✓] NO

If yes, provide brief description: _____

Issues To Be Discussed

Issues (Rej., Obj., etc)	Claims/ Fig. #s	Prior Art	Discussed	Agreed	Not Agreed
(1) Rejection	51,77,90	Kamangar/McElfresh/Gross	[ ]	[ ]	[ ]
(2) Rejection	103	Harnngton	[ ]	[ ]	[ ]
(3)			[ ]	[ ]	[ ]
(4)			[ ]	[ ]	[ ]

[✓] Continuation Sheet Attached

Brief Description of Argument to be Presented:

References do not teach selecting advertisements and non-advertising content where the selecting is based on a respective value of the advertisements and non-advertising content, and the respective values are in a common unit of measure; also where the values are determined irrespective of a relevance of each page component to a search query.

An interview was conduction on the above-identified application on _____ .

NOTE: This form should be completed by applicant and submitted to the examiner in advance of the interview (see MPEP § 713.01).

This application will not be delayed from issue because of applicant's failure to submit a written record of this interview. Therefore, applicant is advised to file a statement of the substance of this interview (37 CFR 1.133(b)) as soon as possible.

Michael Dreznes
Applicant/Applicant's Representative Signature

Michael G. Dreznes
Typed/Printed Name of Applicant or Representative

59,965
Registration Number, if applicable

_____
Examiner/SPE Signature

Ser. No. 10/758,969   Atty. Ref. No. 12729/35

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51.   (Currently Amended) A method for building a web page comprising:

    receiving a request from a user;

    dynamically composing the web page in response to the request; and

    making the web page available to the user,

    wherein the step of dynamically composing the web page comprises:

    identifying a set of candidate components used in a default composition of the web page, each candidate component in the set of candidate components having a nominal value;

    selecting a subset of the candidate components for placement onto the web page as page components, <u>wherein at least one component in the selected subset comprises an advertisement and at least one different component in the selected subset comprises a non-advertising content, further</u> wherein the selecting is determined by an optimization of an <u>aggregate</u> ~~actual~~ page value of the web page~~, further wherein the page components comprise at least one page component comprising an advertisement and at least one page component comprising a non-advertising content~~;

    placing the subset of the candidate components onto the web page as page components; and

    eliminating page components from the web page when such elimination increases the actual page value of the web page,

    further wherein the <u>aggregate</u> ~~actual~~ page value of the web page is a function of a respective actual value of each respective page component placed on the web page and wherein the actual value of each respective page component placed on the web page is determined by a nominal value of the respective page component and an effectiveness of the respective page component on the web page, wherein the effectiveness of the page component is based on a clutter of the web page<u>. further wherein the respective actual value of each respective page component is in a common unit of measure.</u>

52.   (Currently Amended) The method of claim 51 wherein the respective actual value of each respective page component placed on the web page is <u>determined irrespective of a relevance of each respective page component to a search query.</u>~~in a common unit of measure.~~

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103.   (Currently Amended) The method of claim 51~~102~~ wherein the clutter of the web page is computed using a mathematical model based on the areas occupied by the page components on the web page and a total area of the web page.